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JULY 24, 2000



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JEFFER, MANGELS, BUTLER & MARMARO LLP
ROD S. BERMAN, ESQ.
2121 AVENUE OF THE STARS
TENTH FLOOR
LOS ANGELES, CA 90067

17354 U.S. PTO
10/607808



06/27/03

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 05/04/2000

REEL/FRAME: 010809/0200

NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

PLUTSKY, SHELDON

DOC DATE: 05/01/2000

ASSIGNEE:

PIONEER PHOTO ALBUMS, INC.
9801 DEERING AVENUE
CHATSWORTH, CALIFORNIA 91311-0760

SERIAL NUMBER: 09564251 .

FILING DATE: 05/04/2000

PATENT NUMBER:

ISSUE DATE:

PAULA MCCRAY, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

CALENDARDED

JUL 31 2000

DECLARATION

ORIGINAL
 CONTINUATION
 DIVISIONAL

I, below named inventor, I declare that the information given herein is true, that I believe that I am the original, first and sole inventor if only one name listed at 1 below, or a joint inventor if plural inventors are named below at 1-4, of the invention entitled:

DISPLAY RACK WITH SLIDABLE MEMBER

.....

/which is described and claimed in:

- the attached specification or
 the specification in application Serial No. _____ filed _____ as amended on _____ (if applicable)

nd for which a patent is sought, and that my residence, post office address and citizenship are as stated below next to my name. I acknowledge my duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal regulations §1.56(a).

hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

hereby claim foreign priority benefits under Title 35, United States Code, §119 (a)-(d) of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

PRIOR FOREIGN APPLICATION(S)

COUNTRY	APPLICATION NUMBER	DATE OF FILING (day/month/year)	PRIORITY CLAIMED UNDER 35 UCS §119
			<input type="checkbox"/> YES <input type="checkbox"/> NO
			<input type="checkbox"/> YES <input type="checkbox"/> NO

hereby claim the benefit under Title 35, United States Code, §119(e) of any United States provisional application(s) listed below:

APPLICATION SERIAL NO.	FILING DATE
60/154,907	September 21, 1999

hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code §120, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

APPLICATION SERIAL NO.	FILING DATE	STATUS

Send correspondence to:

JEFFER, MANGELS, BUTLER & MARMARO LLP
Tenth Floor
2121 Avenue of the Stars
Los Angeles, California 90067

DIRECT TELEPHONE CALLS TO: Rod S. Berman, Esq.
(Name and telephone number) (310) 203-8080

1	Name of Inventor	LAST NAME PLUTSKY	FIRST NAME Sheldon	MIDDLE NAME	Residence: CITY Chatsworth	STATE or COUNTRY California
	Post Office Address	9801 Deering Avenue, Chatsworth, CA 91311-0760				CITIZENSHIP US
	Signature	Sheldon Plutsky				Date 5/1/00
2	Name of Inventor	LAST NAME	FIRST NAME	MIDDLE NAME	Residence: CITY	STATE or COUNTRY
	Post Office Address					CITIZENSHIP
	Signature					Date
3	Name of Inventor	LAST NAME	FIRST NAME	MIDDLE NAME	Residence: CITY	STATE or COUNTRY
	Post Office Address					CITIZENSHIP
	Signature					Date
4	Name of Inventor	LAST NAME	FIRST NAME	MIDDLE NAME	Residence: CITY	STATE or COUNTRY
	Post Office Address					CITIZENSHIP
	Signature					Date

further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re patent application of:
Sheldon PLUTSKY

Serial No. UNASSIGNED

Filed: HEREWITH

For: DISPLAY RACK WITH SLIDABLE MEMBER

Group Art Unit:
Examiner:

POWER OF ATTORNEY BY ASSIGNEE
AND EXCLUSION OF INVENTOR UNDER 37 C.F.R. §3.71

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

The undersigned Sheldon Plutsky is a representative authorized to sign on behalf of the assignee of the entire interest in the above-identified subject application, Pioneer Photo Albums, Inc., and hereby appoints:

ROD S. BERMAN, Reg. No. 31,483, BERNARD R. GANS, Reg. No. 27,443, BRENNAN C. SWAIN, Reg. No. 43,175, and DAVID J. MEYER, Reg. No. 33,425 of the firm of Jeffer, Mangels, Butler & Marmaro LLP as its attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, said appointment to be to the exclusion of the inventor and his attorney in accordance with the provisions of 37 C.F.R. §3.71.

Pioneer Photo Albums, Inc., per 37 C.F.R. §3.73(b), certifies that the evidentiary documents with respect to its ownership have been reviewed and that to the best of the undersigned's knowledge and belief, title is in the assignee seeking this action.

Pioneer Photo Albums, Inc., declares that 100% ownership is established by the assignment

- filed herewith
 filed for recordation on _____
 recorded in the U.S. PTO on _____

a copy of which is attached.

Please direct all telephone calls to Rod S. Berman, Esq. at 310-203-8080 and all correspondence relative to said application to the following address:

Rod S. Berman, Esq.
JEFFER, MANGELS, BUTLER & MARMARO LLP
Tenth Floor
2121 Avenue of the Stars
Los Angeles, CA 90067

ASSIGNEE	Pioneer Photo Albums, Inc.
Signature	<u>Sheldon Plutsky</u>
Typed Name	Sheldon Plutsky
Title	President
Address	9801 Deering Avenue Chatsworth, CA 91311-0760

Date 5/1/00

Applicant or Patentee: Sheldon PLUTSKY Case Docket No. 57210-5016
Serial or Patent No.: UNASSIGNED
Filed or Issued:
For: DISPLAY RACK WITH SLIDABLE MEMBER

VERIFIED STATEMENT (DECLARATION) CLAIMING SMALL ENTITY
STATUS (37 CFR 1.9(f) AND 1.27(b)) - SMALL BUSINESS CONCERN

I hereby declare that I am

- the owner of the small business concern identified below.
 an official of the small business concern empowered to act on behalf of the concern identified below.

NAME OF CONCERN Pioneer Photo Albums, Inc.
ADDRESS OF CONCERN 9801 Deering Avenue, Chatsworth, CA 91311-0760

I hereby declare that the above identified small business concern qualifies as a small business concern as defined in 13 CFR 121.3-18.

I hereby declare that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention entitled DISPLAY RACK WITH SLIDABLE MEMBER by inventor(s) Sheldon Plutsky described in

- the specification filed herewith
 application serial no. _____, filed _____
 patent no. _____, issued _____

If the right held by the above identified small business concern is not exclusive, each individual, concern or organization having rights to the invention is listed below and no rights to the invention are held by any person, other than the inventor, who could not qualify as a small business concern under 37 CFR 1.9(d) or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

FULL NAME _____
ADDRESS _____
() INDIVIDUAL () SMALL BUSINESS CONCERN () NONPROFIT ORGANIZATION

FULL NAME _____
ADDRESS _____
() INDIVIDUAL () SMALL BUSINESS CONCERN () NONPROFIT ORGANIZATION

I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))

I hereby declare that all statement made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issues thereon, or any patent to which this verified statement is directed.

NAME OF PERSON SIGNING Sheldon Plutsky
TITLE OF PERSON OTHER THAN OWNER President
ADDRESS OF PERSON SIGNING 9801 Deering Avenue
Chatsworth, CA 91311-0760

DATE 5/1/00 SIGNATURE Sheldon Plutsky

TO-1595

05-30-2000



U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

Express Mail No. EL328308599US

101368555

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

Name of conveying party(ies):

M Plutsky

2. Name and address of receiving party(ies):

Pioneer Photo Albums, Inc.
9801 Deering Avenue
Chatsworth, CA 91311-0760

1C670 U.S. 05/04/00
109/564251
P10

Additional name(s) of conveying party(ies) attached? Yes No

ture of conveyance:

Assignment Merger

Security Agreement Change of Name

Other _____

Additional name(s) & address(es) attached? Yes No

tion Date 5/1/00

Application number(s) or patent number(s):

This document is being filed together with a new application, the execution date of the application is: 5/1/00

Patent Application No.(s)

B. Patent No.(s)

Additional numbers attached? Yes No

Name and address of party to whom correspondence concerning document should be mailed:

ROD S. BERMAN, ESQ.
JEFFER, MANGELS, BUTLER & MARMARO LLP
TENTH FLOOR
2121 AVENUE OF THE STARS
LOS ANGELES, CALIFORNIA 90067

6. Total number of applications and patents involved: [1]

7. Total fee (37 CFR 3.41).....\$ 40.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number: 10-0440

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

JSHABAZZ 00000175 09564251

40.00 BP

Statement and signature.

I, the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

Jeldon Plutsky

Signature: *Jeldon Plutsky*

Date: 5/1/00

Total number of pages including cover sheet, attachments, and document: [2]

Ref. 0651-0011 (exp. 4/94)

Do not detach this portion

Documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503.

ASSIGNMENT

Express Mail No. EL328308599US
 Attorney Docket No. 57210-5016

(1-8) Insert Name(s) of Inventor(s)	(1) Sheldon Plutsky	(5)
	(2)	(6)
	(3)	(7)
	(4)	(8)
In consideration of the sum of one dollar (\$1.00) and other good and valuable considerations paid to each of the undersigned, the undersigned agree(s) to assign, and hereby does assign, transfer and set over to		
(9) Insert name of Assignee	(9) Pioneer Photo Albums, Inc.	
(10) Insert state of incorporation of Assignee	(10) California	
(11) Insert address of Assignee	(11) 9801 Deering Avenue Chatsworth, CA 91311-0760	
(hereinafter designated as the Assignee) the entire worldwide right, title and interest in the invention known as		
(12) Insert identification of invention, such as title, case number or foreign application number	(12) DISPLAY RACK WITH SLIDABLE MEMBER for which the undersigned has (have) executed an application for patent in the United States of America on	
(13) Insert date of signing of application	(13) 5/1/00	

1) The undersigned agree(s) to execute all papers necessary in connection with the application and any continuing or divisional applications thereof and also to execute separate assignments in connection with such applications as the Assignee may deem necessary or expedient.

2) The undersigned agree(s) to execute all papers necessary in connection with any interference which may be declared concerning this application or continuation or division thereof and to cooperate with the Assignee in every way possible in obtaining evidence and going forward with such interference.

3) The undersigned agree(s) to execute all papers and documents and perform any act which may be necessary in connection with claims or provisions of the International Convention for Protection of Industrial Property or similar agreements.

4) The undersigned agree(s) to perform all affirmative acts which may be necessary to obtain a grant of a valid United States patent to the Assignee.

5) The undersigned hereby authorize(s) and request(s) the Commissioner of Patents to issue any and all Letters Patents of the United States resulting from said application or any division or divisions or continuing applications thereof to the said Assignee, as Assignee of the entire interest, and hereby covenants that he has (they have) full right to convey the entire interest herein assigned, and that he has (they have) not executed and will not execute, any agreement in conflict herewith.

6) The undersigned hereby grants ROD S. BERMAN, Reg. No. 31,483, BERNARD R. GANS, Reg. No. 27,443, BRENNAN C. SWAIN, Reg. No. 43,175 and David J. Meyer, Reg. No. 33,425 the power to insert on this assignment any further identification which may be necessary or desirable in order to comply with the rules of the United States Patent & Trademark Office for recordation of this document.

5/1/00 Sheldon Plutsky Betty Ryppa

Date Signature of Assignor Signature of Witness

Date Signature of Assignor Signature of Witness

Date Signature of Assignor Signature of Witness

Date Signature of Assignor Signature of Witness